Inspire 2025

This case study was shared live at Walmart Data Ventures Inspire Event, October 29, 2025.

Utilizing Scintilla Shopper Behavior to Drive Strategy Through Impactful Customer Insights

Overview

Understanding how your customer has evolved is essential to building a winning merchant strategy. By leveraging Scintilla, the Walmart Outdoor Power Equipment merchant moved beyond surface-level reporting to uncover the deeper drivers behind category performance. These insights empowered the team to anticipate emerging trends, influence future outcomes, and reposition the aisle to better align with the behaviors of shoppers. Robust reporting tools made these findings actionable not only for Walmart but also for suppliers—enabling them to build smarter assortments, deliver exceptional experiences, and strengthen trust by meeting customer needs with precision.

Key Takeaways

1. Walmart merchants want insights into market impacts throughout the selling season, without waiting for line reviews or joint business plans

2. To drive growth, use Scintilla to understand not only who the customer is today but also who they were—as well as the factors that led to shifts in their behavior

3. Suppliers can dig into shopper insights through Customer Perception surveys to test hypothetical changes needed to cater to the trends in customer behavior

Paxton Boyer
Walmart
Associate Merchant

Walmart Data Ventures

"Let the data lead you. Allow yourself to pivot based on what the data says.
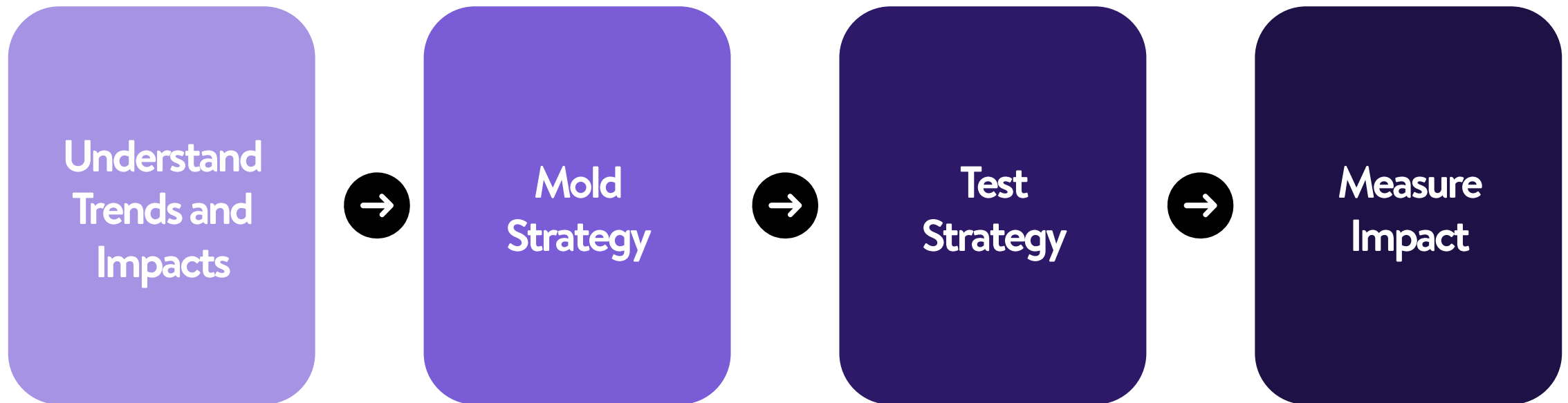
Paxton Boyer
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The Opportunity

Scintilla Case Study: Walmart
Use Scintilla to Better Partner with Your Walmart Merchant

Understand Trends and Impacts → **Mold Strategy** → **Test Strategy** → **Measure Impact**

The Approach

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Tactical Tips

Utilize Custom Groups For Granularity

- Drive concise and actionable insights

Let The Data Lead You

- Start With **Sales Reports**, **Digital Trends, Performance in Detail (PID),** etc...
  - Navigation: **Channel Performance Report Builder**, **Digital Landscapes**, **Shopper Behavior**
  - Who is shopping my product at Walmart? Who is the category customer? How does my catalog fit in gaps?

Establish Overall Strategic Goals With Your Merchant Early

- Remember your brand cannot be everything to everyone; what is your roll in the grander strategy?

Let Data Drive Strategy

- Remove confirmation bias & defensive story telling. Be moldable.

Create Group ⌄

⊡ Product
👥 Customer
🛒 Store
⬆ Import

⊞ Customer Segmentation
⊞ Store Segmentation
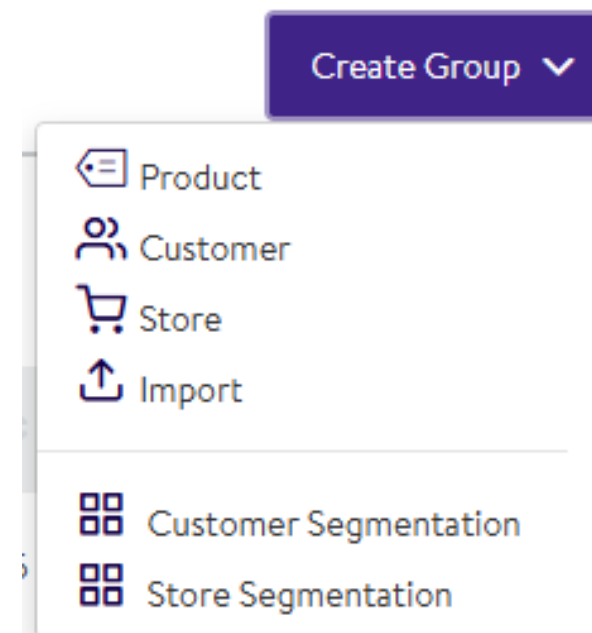
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Help Shape Merchant Strategy

Throughout this process, make sure you're aligned with the North Star: Be the customer's favorite place to shop.

**Merchants Desire Insightful Inputs Throughout Your Selling Season**

- Waiting for Line Reviews, Joint Business Plans (JBPs), deliverable seasons is too late

Measure Market Impacts, Customer Growth, and Trends

- Analyze impact of strategies to either drive further, pivot, re-shape

Severely Underutilized

- Take ownership, do it on cadence, get granular, report the good and bad
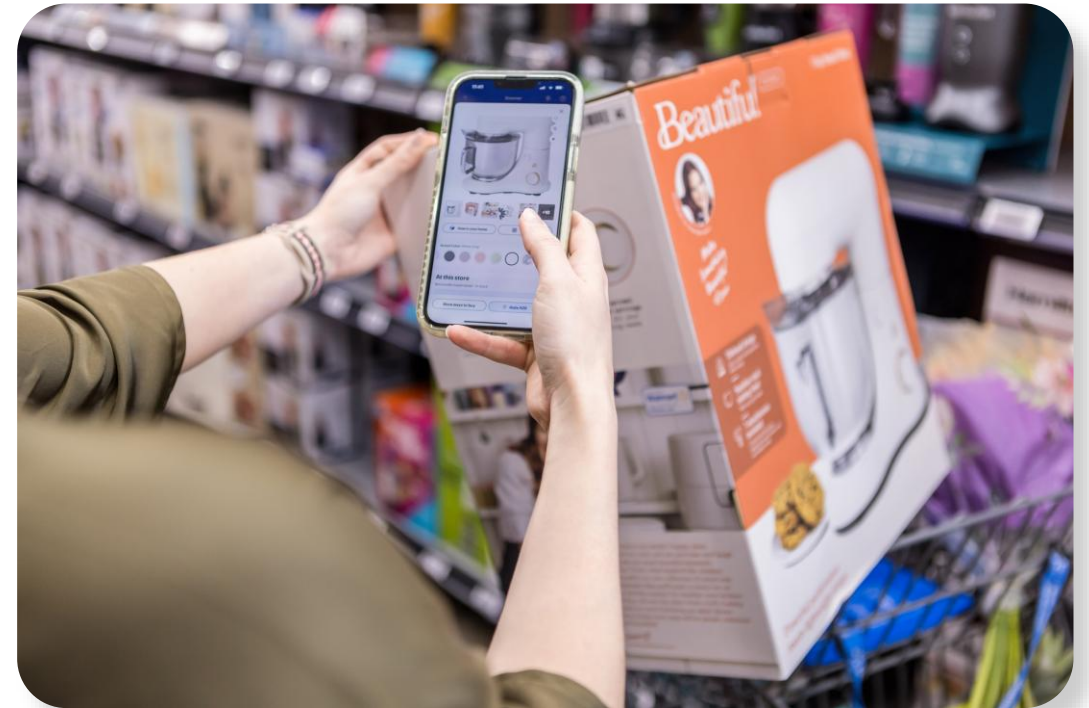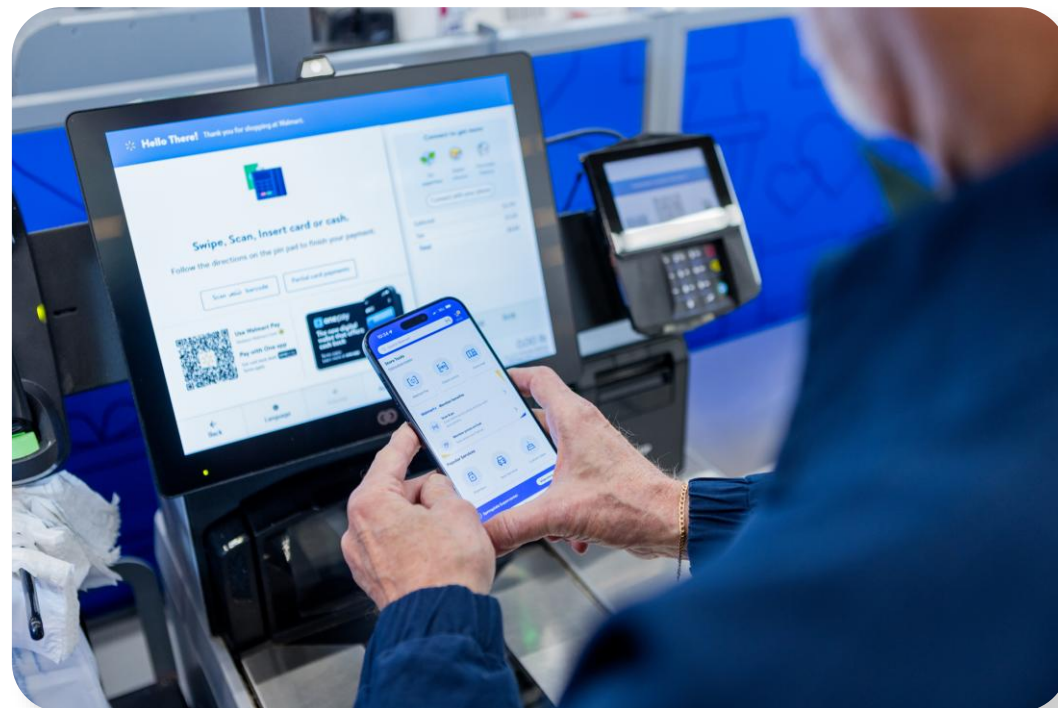
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Who is the Walmart Customer?

- Who Is Our Customer?

- How Has That Changed?

  - What caused that change?

- Who Will They Be?

- How Can My Brand/Catalog Fill In Gaps and/or Drive Continuous Growth?

  - How does that fit into my merchant's strategy?

☑ Profile Over Time

Customers Profile

▲ Product Groups	Premium		Valuable		Potential		Uncommitted		Lapsing	
	Previous	Latest	Previous	Latest	Previous	Latest	Previous	Latest	Previous	Latest
Total	52.1%	51.6%	23.1%	22.4%	16.0%	16.7%	4.9%	5.2%	3.8%	4.0%

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Utilizing Customer Perception

- Suppliers Have More Capability to Test Hypothetical Changes Through Customer Perception

- Utilize Current Walmart Customers Insights

  - Stress test your strategy and offerings

- Drive Confidence In Strategy & Enable Accurate Goal & Forecast Setting

The Synopsis

Scintilla Case Study: Walmart
Use Scintilla to Better Partner with Your Walmart Merchant

Understand Trends and Impacts

Through **Customer Perception** and **Report Builder** analysis

→

Mold Strategy

Through alignment with your merchant and your catalog

→

Test Strategy

Through **Customer Perception** surveys

→

Measure Impact

Through partnership and proven, data-driven insights

Thank you.

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